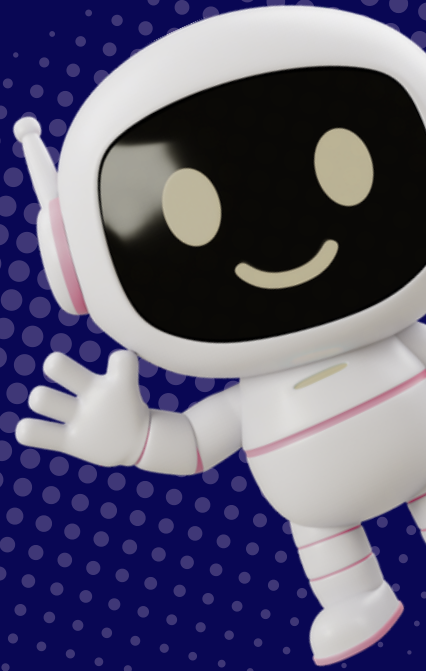


LET'S LEARN  
**AI**  
*together*



**CREATE YOUR OWN  
COMPANY CONTEXT  
.MD FILE**

Brought to you by:

**BIT2FLASH & LET AI CONSULTANCY**

# CONTENTS

## WELCOME

How to Use This Workbook

## MODULE 1

Company Overview

## MODULE 2

Your Services & Products

## MODULE 3

Ideal vs. Bad-Fit Customers

## MODULE 4

Tone of Voice & Brand Rules

## MODULE 5

Your Sales Process

## MODULE 6

Marketing & SEO Context

## MODULE 7

Admin Workflows & Processes

## MODULE 9

Examples of Good Writing

## MODULE 10

Marketing & SEO Context

## FINAL CHECKLIST

Ready to Launch

# WELCOME

## HOW TO USE THIS WORKBOOK

### The Golden Rule:

*“The better the context you give AI, the better the answers you will get.”*

You do not need to make this perfect. Start with the basics and improve it over time.

## LET'S GO

**Step 1.** Open the Company Context MD File here:

[https://drive.google.com/file/d/1zyG8QnR0fyaZOxF\\_TWzvyg5M6DhdQkqG/view?usp=drive\\_link](https://drive.google.com/file/d/1zyG8QnR0fyaZOxF_TWzvyg5M6DhdQkqG/view?usp=drive_link)

**Step 2,** Make a COPY!

**Step 3.** Using this workbook to help you, complete all the modules in the Company Context File

# MODULE 1:

## COMPANY OVERVIEW

### **Company Name**

### **What We Do**

Explain what your business does in plain English.

#### ***Include:***

- *What you sell or provide*
- *Who you help*
- *What problem you solve*
- *Where you operate, if location matters*

### **What makes us different**

Why should someone choose your business instead of another option?

# MODULE 2:

## SERVICES & PRODUCTS

**List your main services or products.**

For each one, write the name of the service and what the service is about.

**Common Customer Questions**

**Common Customer Objections**

***Examples:***

- *It is too expensive*
- *I need to think about it*
- *I already have someone*
- *I am not sure I need this*
- *I need to speak to someone else*

**How We Usually Respond**

# MODULE 3:

## IDEAL CUSTOMERS

### **Best-Fit Customers**

Describe the type of customer you most want to work with.

#### ***Include:***

- *Type of person or business*
- *Industry, if relevant*
- *Location, if relevant*
- *Budget level, if relevant*
- *Problems they usually have*
- *What they care about most*

### **Bad-Fit Customers**

Describe the type of customer who is usually not right for your business.

### **Customer Pain Points**

What problems usually make people contact you?

### **Customer Goals**

What are customers usually trying to achieve?

# MODULE 4:

## TONE OF VOICE

### How We Want to Sound

Choose the words that fit your business

#### **Examples:**

- *Clear*
- *Helpful*
- *Friendly*
- *Professional*
- *Direct*
- *Reassuring*
- *Premium*
- *Plain-English*
- *Practical*
- *Warm*
- *No-nonsense*
- *Casual*

### How We Do NOT want to sound

#### **Examples:**

- *Too corporate*
- *Too salesy*
- *Too robotic*
- *Too technical*
- *Too casual*
- *Too pushy*
- *Too cheesy*
- *Too American*
- *Too generic*
- *Too brash*

### Phrases We Like

Add words or phrases that sound like your business.

### Add words or phrases you do not want AI to use.

Examples:

“Revolutionise your business”

“Unlock your potential”

“Game-changing”

“Cutting-edge solution”

# MODULE 4:

## EXERCISE: THE TONE OF VOICE INTERVIEW

Descriptive words like "professional" or "friendly" are too generic for AI. To make an AI truly sound like you, it needs to know your personal hot takes, your rhythm, the words you love, and the things that make you cringe.

Instead of guessing, you are going to let an AI interview you to extract your authentic voice.

**Pro-Tip: Speak, Don't Type!** This exercise works significantly better if you speak your answers instead of typing them. Talking out loud captures your natural rhythm, the slang you actually use, and your genuine emotion.

- On Mobile: Use the ChatGPT or Claude app and tap the Voice/Microphone icon to talk back and forth.
- On Desktop: Use your computer's built-in dictation shortcut to speak into the text box.

### Action Steps

1. Copy the prompt on the next page.
2. Open a fresh chat in your AI tool (ChatGPT, Claude, etc.).
3. Paste the prompt and press enter.
4. Speak your answers one by one. Be completely honest and use your natural, casual language, don't try to sound formal!
5. Once finished, copy the generated voice-guide.md file and save it.

# MODULE 4:

## THE PROMPT

You are my Voice Interviewer. Interview me one question at a time (between 25 and 50 questions total), then turn my answers into a reusable voice-and-tone guide an AI can read to write in my voice.

Cover: my contrarian beliefs and hot takes, who I'm writing for, how I actually sound (blunt? funny? warm?), the words I love and ones I'd never use, what makes me cringe, the stories only I have, and the lines I won't cross.

Never accept a vague answer... when I'm fuzzy, push back and make me give a specific example. Ask follow-ups whenever an answer is interesting.

When you have enough, stop and write a markdown file called voice-guide.md with these sections: Core Identity, Beliefs & POVs, How I Sound, Words I Use / Words I Avoid, Stories & Proof Only I Have, Hard Nos, and a Quick Reference (Always / Never). Use my actual words... not generic descriptions.

Ask me your first question now.

# MODULE 5:

## SALES PROCESS

### How Leads Usually Come In

#### **Examples:**

- Phone call
- Website form
- Email
- Referral
- Social media
- Walk-in
- Networking

#### **What Happens After An Enquiry**

Write the normal steps from first enquiry to sale.

#### **Example:**

1. Customer contacts us
2. We ask a few questions
3. We book a call or visit
4. We send a quote
5. Customer approves
6. Work begins

### Questions We Usually Ask New Leads

### What Makes Someone A Good Lead

#### **Follow-Up Process**

How and when do you usually follow up?

# MODULE 6:

## MARKETING AND SEO CONTEXT

**Services We Want To Be Known For**

**Locations We Want To Target**

**Common Things Customers Search For**

List phrases, questions, or problems customers might type into Google.

**Questions Customers Ask Before Buying**

**Proof We Can Use In Marketing**

***Examples:***

- *Reviews*
- *Testimonials*
- *Case studies*
- *Years of experience*
- *Qualifications*
- *Certifications*
- *Before and after examples*
- *Well-known clients*
- *Results achieved*

# MODULE 7:

## ADMIN WORKFLOWS

### Repeated Tasks

List repeated tasks in your business that AI could help turn into checklists, templates or drafts.

#### **Examples:**

- *Writing reports*
- *Preparing meeting notes*
- *Chasing missing information*
- *Handling complaints*
- *Creating social posts*
- *Updating website content*
- *Replying to enquiries*
- *Writing quotes*
- *Following up leads*
- *Booking customers in*
- *Onboarding new clients*

### One Process Written From Start To Finish

Choose one repeated process and write the steps below.

*Process name:*

*Step 1:*

*Step 2:*

*Step 3:*

*Step 4:*

*Step 5:*

# MODULE 8:

## EXAMPLES OF GOOD WRITING

**Paste examples that sound like your business.**

***This could be:***

- *A good email*
- *A customer reply*
- *Website copy*
- *A proposal section*
- *A social media post*
- *A review response*

# MODULE 9:

## AI RULES

**These are the rules AI should follow when helping your business.**

### **## Things AI Must Not Invent**

**Choose from this list and/or add to this list:**

- *Prices*
- *Discounts*
- *Availability*
- *Dates*
- *Guarantees*
- *Policies*
- *Case studies*
- Testimonials
- Qualifications
- Legal claims
- Financial claims
- Medical claims
- Customer results

### **Sensitive Information We Should Not Upload**

#### **Examples:**

- *Passwords*
- *Bank details*
- *Customer personal data*
- *Private staff information*
- Confidential contracts
- Medical information
- Legal documents
- Anything covered by an NDA

#### **Main Rule**

*Leave this on the template:*

*If information is missing, ask me before making assumptions.*

# MODULE 10:

## STANDARD PROMPT TO USE WITH THIS FILE

Whenever you ask AI to help you with something for your business, always upload your Company Context file first with this prompt:

### ***THE PROMPT***

Here is my company context file. Use this as background information whenever helping with my business. Follow the tone, services, customer information, sales process and AI rules in this document. Do not invent facts, prices, guarantees, policies or examples. If important information is missing, ask me before giving the final answer.

# CHECKLIST

**Before using this with AI, make sure you have added:**

- ☐ What the company does
- ☐ Main services
- ☐ Ideal customers
- ☐ Bad-fit customers
- ☐ Customer pain points
- ☐ Common objections
- ☐ Tone of voice
- ☐ Sales process
- ☐ Marketing and SEO notes
- ☐ Repeated admin tasks
- ☐ Examples of good writing
- ☐ Things AI must not invent
- ☐ Sensitive information rules
- ☐ Human review rules

Once complete, save the file as a .md file and keep it somewhere safe. Remember you can always keep coming back to update it

# BIT2FLASH

BRAND & WEBSITE DESIGN

Got questions or need clarity?  
We're here to help!  
Call or book a Google Meet,  
and we'll go through it together.

Book A Call



Have an amazing day!

*Liz & Bertie*

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